Australia Post

Send to the letterbox
Create a connection

Reach and convert more customers with 'Unaddressed Mail'.

For a brand that could benefit millions of Australians, the letterbox was used to establish a meaningful connection.

Promotional emails might be filling up inboxes around Australia, but people aren't always paying attention. Only 42% of Australians always remember the information contained in an email.[1]

On the other hand, eight out of ten Australians open and read their mail immediately,[1] meaning there's a real chance to connect with your audience by giving them something they can hold.

Getting up on the right side of the bed

For a specialist bedding brand, the key to driving sales was spreading the science of sleep.

With telemarketing and digital advertising, they had successfully filled over 300 free weekly face-to-face sleep seminars across Australia, enhancing their name and reputation. But everything changed, when a 'Do Not Call' register was introduced and digital media costs skyrocketed.

Turning around this marketing predicament required an effective communications campaign that could be scaled to millions of households.

To connect with a national audience, this brand needed to:

- **Develop a cost-effective, direct mail strategy**
- **Stand out from other leaflets and flyers in the letterbox**
- **Target suburbs and postcodes close to face-to-face seminars**
- **Track seminar attendance and sales for accurate ROI**

Mail addressed to 'The householder' and Unaddressed Mail delivered in an envelope is:

Opened
74%
of the time.[2]

Read immediately or at the first chance by
7 in 10
Australians.[2]

Read for an average of
1.9
minutes.[2]

Target potential customers

The first step was to identify specific suburbs and postal rounds close to sleep seminar venues, using Australia Post's Unaddressed Mail online booking system.

Then, an average of 120,000 invitations were delivered per month to Australian households, with their regular addressed mail – helping them to stand out in the letterbox.

Within one year:

1/2
of seminar attendees were generated by Unaddressed Mail

40%
of bedding sales originated with Unaddressed Mail

100,000+
people attended sleep seminars across Australia

In one year, seminar invitations were delivered to approximately 6 million letterboxes across Australia.

100,000 people attended and approximately half of these were generated by this Unaddressed Mail campaign.

It makes sense to add mail to your campaign mix

Reach more people, in more places
Big audience? No worries. With 8.8 million contactable addresses*, Australia Post can get your advertising materials to suburbs and postcodes right across Australia.

Stay in touch, on a personal level
Engage with personalised messages in your periodical publications, using 'Print Post' – plus help save money for non-time critical deliveries.

Introduce and promote products with free samples
'Sample Post' is the low-cost way to let consumers try your product, in the comfort of their home – without the distraction of other products and brands.

Connect through the letterbox
Deliver catalogues, flyers and other promotional material nationwide with 'Unaddressed Mail'. Plan, target and send your campaigns with our free online tool, Campaign Targeter.

Stand out in the letterbox
'Impact Mail' can be virtually any shape and a range of materials – such as metal, wood, fabric or leather.

Upgrade to Express
Reach your audience fast, with cost-effective 'Express Post'.⁺

1. *Mail's role in the digital age,* Accenture, 2020. This research was undertaken by Accenture and commissioned by Australia Post.
2. *Bastian Latitude Research,* Australia Post, 2019
* As at 26/2/2018 Australia Post can provide access to 8.8 million addresses that accept advertising material.
⁺ Next business day delivery is only available within the Express Post next business day delivery network. The national next business day delivery network operates between capital cities (excluding Darwin; and for Perth between CBDs only) and some major centres. Note: Express eParcel is not covered in the Express Post Guarantee.

Based on a customer interview, this information was collected by Australia Post in 2012 in Australia. This case study is for general information purposes only and is not intended to be specific advice for your business needs.